



Automated Structure Alert Program

## EXPEDITE AND PRIORITIZE YOUR POST-SEISMIC EVENT RESPONSE.

In certain parts of the country and world, earthquakes are a part of life, though building owners and their response teams often lack timely, actionable information. Whether it's an individual building or entire building portfolio, there are many unknowns affecting intensity, severity and vulnerability to potential damage. When a seismic event occurs, building owners, managers, lenders, occupants and insurers are often challenged, left exposed and delayed in a safe return to operation.

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PROBABILITY OF DAMAGING  
EARTHQUAKE IN NEXT 30 YEARS:



BAY AREA



LOS ANGELES

WITHOUT PROACTIVE, ACCURATE  
AND SPECIFIC RESPONSE INFO:

- Business operations may be unnecessarily restricted or impeded
- Damage evaluators distracted by no/low-impact buildings
- Repairs susceptible to regional labor and material cost surge
- Delays likely from labor shortage and permitting back log

FASTER  
RESPONSE  
TIME



DECREASED  
DOWN-TIME

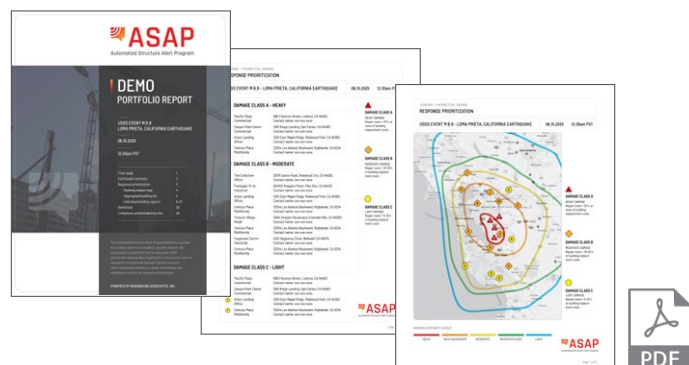
**Building-specific. Immediate. Risk-mitigating.**

Introducing Marx|Okubo's ASAP™, a tailored, real-time, post-seismic event solution for understanding the potential degree of damage at your specific properties—allowing you to rapidly respond, leading to faster recovery to normal operations, as well as reduced downtime and potential revenue loss.

**Proactive and vulnerability-calculated.**

ASAP leverages data from building-specific seismic risk assessments coupled with real-time USGS earthquake shaking data to project vulnerabilities and categorize the potential damage classes in a specific building or portfolio of buildings and establishes metrics for response prioritization.

Get a quick, simple and clear document within minutes that graphically informs you and your team of your building's/ portfolio's proximity to the event epicenter, site-specific severity, and damage classification—so you know where to deploy resources first.



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# ASAP™ SYSTEM HIGHLIGHTS

## Building- and portfolio-specific damage classification (light/moderate/heavy):

Each alert is specific to the triggering earthquake and property location as well as the facility's unique structural systems, building-specific characteristics and estimated range of damage



## USGS-informed and integrated:

Combines USGS's web-based system of monitoring/identifying earthquakes with a dynamically-integrated database of building-specific seismic risk assessments (SRAs)

**Custom response plans:** Completely user-customizable alert sensitivity and contact lists



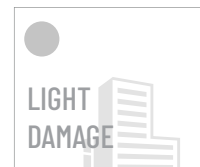
## Little to no training needed:

User-friendly reports directly delivered within minutes of an event—no need to look for your critical information, redistribute or train staff



**Actionable, time-sensitive information at low cost:** All complex computer modeling is done for you; no lengthy implementation or need to install remote sensors; relies on industry standard methodologies for damage prediction

**Acceleration of response and urgencies:** Prioritize your hardest hit buildings; allow focused and optimized resource allocation; have a safe return—sooner



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## HOW ASAP™ WORKS



### **SRA performed/verified**

Marx|Okubo structural engineer performs building-specific SRA (or may review existing report) to verify data



### **Data uploaded to ASAP™ software**

Marx|Okubo inputs/uploads building info into ASAP database, so client is prepared



### **Seismic event occurs**



### **Report delivered**

ASAP generates report forecasting degrees of damage and potential loss—report automatically sent to designated property personnel within minutes



### **Response prioritization**

Client understands clearly where to prioritize attention to optimize resources and recovery

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## PREPARATION STARTS WITH INFORMATION.

As leaders within the seismic risk assessment industry, we're here to help. Leverage Marx|Okubo's proprietary alert service as well as our specialized knowledge, expertise with resiliency planning, performing SRAs, post-earthquake evaluation, repair design and construction management.

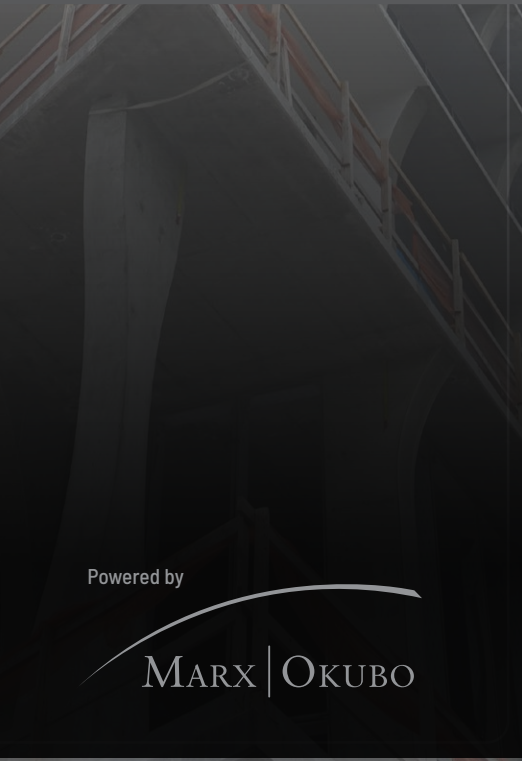
Questions? Please contact:

[Jason\\_Coray@marxokubo.com](mailto:Jason_Coray@marxokubo.com)

[Sandy\\_Blair@marxokubo.com](mailto:Sandy_Blair@marxokubo.com)

[Parrish\\_Boren@marxokubo.com](mailto:Parrish_Boren@marxokubo.com)

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Marx|Okubo is a national architecture, engineering and construction consulting firm that works with real estate owners, investors and lenders—at every point of the property lifecycle—to **evaluate** their building projects, **solve** complex challenges and **implement** tailored solutions.

We help clients understand their projects' complexities, so they can make more informed decisions and, ultimately, mitigate their risk.

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 **ASAP**<sup>™</sup>  
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